



VIRGINIA MAIN STREET ESSENTIALS WORKSHOP

An overview of the Main Street
Four Point Approach™
focusing on organization and promotion

The George Washington Hotel
103 East Piccadilly Street
Winchester, Virginia



For two information-packed days, Main Street professionals and volunteers will come together for a back-to-basics revitalization boot camp on the organization and promotion of the Main Street Four Point Approach™. The workshop will offer tools and resources for new and experienced leaders of both designated Main Street communities and those just beginning to explore revitalization strategies.

This workshop provides a focused look at key concepts and Main Street how-tos, a primer on fund development, board engagement and retail promotions. In concurrent breakout sessions, we will explore tips on creating buy-local campaigns, partnering with other community organizations and structuring effective marketing campaigns.

Hosted by the Virginia Main Street Program, the city of Winchester and the Winchester Old Town Development Board

Monday, Sept. 8 **Pre-Workshop Event**

Welcome Reception
George Washington Hotel
7 p.m.
FREE

Tuesday, Sept. 9 **Topic: Organization** Day One Includes

- Morning and afternoon refreshments
- Lunch
- Essentials workshop sessions and materials
- Downtown dinner event

Thursday, Sept. 20 **Topic: Promotion** Day Two Includes

- Morning and afternoon refreshments
- Essentials workshop sessions and materials
- Lunch

Full Registration

Both Days (Sept. 9-10)
\$75

Single-Day Registration

Day One Only (Sept. 9)
\$50

Day Two Only (Sept. 10)
\$40

****Deadline for registration
is Aug. 22, 2014.**

The registration fees include all training materials and meals as indicated. You will receive a registration confirmation via email with an agenda, directions and parking instructions prior to the training.

Workshop Trainer

Kathy LaPlante, Senior Program Officer and
Director of Coordinating Program Services
National Main Street Center

Kathy LaPlante is a senior program officer and director of coordinating program services at the National Main Street Center with expertise in building organizational capacity and developing promotional programming. She has worked in the Main Street field for nearly 25 years and the Main Street conference in Detroit was the 25th that she has attended. She joined the staff of the National Trust for Historic Preservation's National Main Street Center in May 2007. She works throughout the U.S. providing training for cities of all sizes using the Main Street Approach® to downtown revitalization. Prior to this position, she was hired as the first director of the New Hampshire Main Street Center, serving in that role for more than 10 years. She was responsible for initiating the statewide New Hampshire Main Street Program and providing technical assistance to 23 designated Main Street programs. La Plante began her Main Street career in 1989 as the executive director of the Chippewa Falls Main Street Program. Seven years later, Chippewa Falls was a recipient of the Great American Main Street Award. Prior to working in downtown revitalization, La Plante spent 12 years in retail management, including 10 years, as manager of Spurgeon's Department Stores in Wisconsin, Minnesota and Iowa. She attended the University of Wisconsin-Stout.

Accommodation Information

A block of rooms are reserved at the following:

The George Washington Hotel

103 East Piccadilly Street
(540) 678-4700
([website](#))

The George Washington, a Wyndham Grand Hotel, marries modern conveniences with comfortable elegance in a charming, historical setting. The hotel's location is only a block from Winchester's recently-renovated Loudoun Street pedestrian mall, offering a wide assortment of unique shopping, dining and historical experiences. Originally constructed in 1924 and restored after a \$30-million renovation, this 2011 Wyndham Hotel of the Year award-winning hotel boasts elegant marble flooring, soaring ceilings and the original front desk. There are 40 rooms available at \$83 plus tax.

Guest Speaker

Steve Galyean, Director of Development
Partnership Alliance Marketing,
Virginia Tourism Corporation

Steve Galyean is the Virginia Tourism Corporation's (VTC) Partnership Alliance Marketing development director, and he heads up the VTC Tourism Development Division. The VTC Development Division focuses on new tourism product development, business development, job creation and business assistance. Galyean also administers the VTC grant programs. He and his division are active in the development of new tourism products, including artisan trails throughout Virginia, the Spearhead Recreational Trail, Fish Virginia First Trail, the Tobacco Heritage Trail and the Wilderness Road Trail.

Prior to coming to Richmond in November 2005 to work for VTC, Galyean served 11 years as the director of tourism for the Abingdon Convention and Visitors Bureau. Preceding his move to Abingdon, he was the executive director of the Galax-Carroll-Grayson Chamber of Commerce.

Galyean is a native of Galax, Virginia, and he is a graduate of Emory and Henry College. He has served two terms as president of the Virginia Association of Convention and Visitors Bureaus, as well as vice president of tourism marketing and treasurer of the organization. In addition, he has served on the board of directors of the Crooked Road, Virginia's Heritage Music Trail, the Blue Ridge Travel Association, Northeast Tennessee Tourism Association, the Virginia Highlands Festival and the Tri-Cities TN/VA Regional Partnership.

Hampton Inn Winchester

1204 Berryville Avenue
(540) 678-4000
([website](#))

In order to take advantage of these special group rates, make your reservations by Aug. 18 and mention group code "Virginia Main Street" when booking. Room options vary, so guest must ask for the rate at the time of booking.

A welcome gathering is scheduled for Monday, Sept. 8 at 7 p.m., so consider staying in Winchester the night before the training.



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities
www.dhcd.virginia.gov